MAIN FINDINGS AND SUGGESTIONS

This chapter enumerates the major findings derived from this study and classifies by the objectives. This chapter highlights the demographic details of the respondents, knowledge on investment avenues, satisfaction on their investments, factors motivated them for investment, source of information for their investments and the attitude of the respondents on investments have been analyzed and the important findings have been listed in this chapter.

Demographic Details
1. Nearly two-third (61.7%) of the respondents of this study belong to rural area and the other one-third (38.3%) of the respondents are from urban areas.
2. Majority (74.1%) of the respondents belong to the age group between 20 and 50 years.
3. Nearly one-fourth (21.2%) of the respondents of this study have no-formal education. More than one-third (36.2%) of the respondents have studied up to higher secondary education. Nearly half (42.7%) of the respondents have studied graduation and more.
4. Majority (78.7%) of the investors are male members in this study area.
5. Majority (82.2%) of the investments are made by married people than the unmarried people.
6. One-third (32.9%) of the investors are from the families with two children.
7. The income is associated (P<.05) with the type of occupation of the investors.
8. Majority (81.6%) of the people’s household expense per month is up to Rs. 8000.
9. There is a significant association (P<.05) between the amount saved and the income earned by the investors.
10. Majority (57%) of the respondents save money every month and about one-fourth (22.2%) of the respondents save quarterly.
11. Education (26.2%) and marriage (16.9%) of the children are the two top priority objectives of the investors.
Investment Avenues Awareness among the Investors

(1) Low Risk Investment Avenues

1. Majority (60.9%) of the respondents know well about the saving account as investment avenues.
2. The knowledge on the bank deposit is average (51.6%) among the respondents.
3. Majority (74.8%) of the respondents’ knowledge on Public Provident Fund is poor.
4. Majority (76.9%) of the respondents’ knowledge on National Saving Certificate is poor.
5. Half (53.1%) of the respondents have good knowledge on the Post office savings.
6. Three-fourth (76.6%) of the investors is not aware of the Government securities as investment avenues.

(2) Moderate Risk Investment Avenues

1. Majority (78%) of the respondents do not have good knowledge on Mutual Fund investments.
2. More than half (56.9%) of the respondents have good knowledge on LIC as investment avenues.
3. Majority (83.8%) of the respondents are not aware of Debenture as Investment Avenue.

(3) High Risk Investment Avenues

1. Share market awareness is very low (70%) among the respondents.
2. Majority (79.5%) of the respondents are not aware of commodity market as Investment Avenue.
(4) Traditional Investment Avenues
1. Nearly two-third (65%) of the respondents is not aware of the investments in real estate properties.

2. More than half (59%) of the respondents do not have good knowledge on the investments in gold and silver.

(5) Modern Investment Avenues
1. Vast majority (83.1%) of the respondents do not have sufficient knowledge on the chit/mutual funds as investment avenues.

2. Vast majority (84.4%) of the respondents do not have sufficient knowledge on the MCX and Gold ETF.

3. Only less than one fifth (17.7%) of the respondents have mere knowledge on overall investment avenues.

Best Options for Investing Money
1. Post office/bank deposits (34.1%), gold (18.1%) and LIC (17.9%) are the top three options preferred by respondents for their investments.

2. Income growth (31.8%), long term growth (23%) and capital appreciation (18.2%) are the top three objectives on which investments are made by the people.

3. Majority (76.4%) of the investors take up to one month to make decision on their investments.

4. More than half (51.6%) of the respondents preferred Government sectors for their investments and their second preference is Private sector (28.9%).

5. Medium-term (1-5 years) is the top preference for investment periods. Majority (66.7%) of the respondents preferred less than 5 years as investment period.
6. A good number of respondents preferred flexible buy-back option (27.6%) and immediate conversion into cash (26.7%) and the third preference was for loans/withdrawals facility (23.7%).

**Sources of Information on Investment Decision**

1. Majority (59.9%) of the respondents expressed that News Papers are important and it is the major source of information for investment decisions.

2. More than half (55.5%) of the respondents expressed that Magazines or Journals are not the important source of information for the investment decisions.

3. A little more than half (52.1%) of the respondents expressed that T.V Commercials are important source of information for investment decisions.

4. Majority (60.1%) of the respondents expressed that, Internet/E-mail are not important source of information for investment decisions.

5. Majority (63%) of the respondents expressed that peer are not the source of information for investment decisions.

6. Majority (68.2%) of the respondents expressed that, family members are the source of information for investment decisions.

7. Majority (63.7%) of the respondents expressed that, investment consultants are the important source of information for investment decisions.

8. Majority (68.8%) of the respondents expressed that, financial advisors are not the important source of information for the investment decisions.

9. Majority (68.8%) of the respondents expressed that, Annual reports are not the main source of information for the investors for their investment decisions.

10. Majority (63.8%) of the respondents expressed that advertisement on road side are not important source for investment decision.
11. Family members (70.4%), News Papers (68.4%), T.V Commercials (62.5%), Magazines/Journals (55.8%) and internet/E-mails (55.7%) are perceived as top five sources of information for investment decisions.

12. Peer group friends (60.9%) have played an important role in investment decisions.

13. Safety of principal amount (75.5%), child education (63.2%), medical benefits (55.4%), family influence (54.5%) and children’s marriage (51.8%) are the top five important factors which influence the investors towards investment.

14. Nearly half (48%) of the respondents preferred monthly receipt of return for their investment. Majority (82.3%) of the respondents wanted receipt within six months period.

15. Purchase of gold/jewellery (37.3%), household items (30.5%) and Repayment of loan (14.6%) are the top three spending nature of investors. Lump sum money is mostly invested for the above mentioned purposes.

16. Vast majority (93.3%) of the investors are satisfied with the investment that they made.

17. Only less than one fifth (15%) of the respondents have high and positive attitude on investment. Vast majority (82.4%) of the respondents have moderate and low level of attitude on the investment avenues. Majority of the people have moderate and higher level of attitude on investment.

**Saving Objectives by the Demographic Details**

1. Objective to save money for home purchase (44%) and children’s marriage (44.9%) are the top objectives among many urban investors than rural investors.

2. Health care (54.2%) and unforeseen risk (37.5%) are the two major objectives for the people below the age of 20 years to save money. Children’s education (56.6%) and Children’s marriage (32.9%) are the two major objectives for the people between the age of 20 and 50 years to save
money. Children’s education (45.5%), Children’s Marriage (42.3) and Health care (42.3%) are the top three major objectives for the people above 50 years of age to save money. Saving is more among the respondents whose age is between 20 and 50 than the other two age groups.

3. Children’s education and children’s marriage are the two top objectives for saving money among the investors with no-formal education and those who have studied up to 10th Std. Children’s education and purchase of home are the two top objectives for saving money among the investors with higher secondary education and graduates. Children’s education and health are the two top needs of investors who have studied up to post graduation. Purchase of home and saving to meet unforeseen risks are the two top reasons for the investors who have done professional courses.

4. Children’s education, children’s marriage and health care are the top three saving objectives of both the gender.

5. More saving is done by married people than unmarried people. Children’s education (59.1%), Children’s marriage (37.5%) and health care (33.2%) are the three top saving objectives of married investors. Whereas, purchase of home (52.1%), saving for unforeseen risk (36.4%) and health care (35.7%) are the three top saving objectives of the respondents of this study.

6. Children’s education (53%), marriage (35.4%) and health care (32.7%) are the three top objectives of the people whose income is below Rs.20,000 per month. Children’s education (48.3%), retirement benefits (38.3%) and home purchase (37.8%) are the three top saving objectives of the respondents whose income is between Rs.20,000 and Rs.40,000 per month. Children’s education (59.1%), unforeseen risk (36.4%) and health care (33.3%) are the three top saving objectives of the respondents whose income is above Rs. 40,000 per month.

7. Home purchase (48.1%), saving for unforeseen risk (38%) and health care (35.2%) are the three top saving objectives of the family that has only parents. Children’s education (48.8%) retirement (34.7%) and health care
(32.2%) are the three top investment objectives of the families with only one child. Children’s education (59.8%), health care (35.2%) and children’s marriage (34.5%) are the three top saving objectives of the families with two children. Children’s education (61%), children’s marriage (46.2%) and home purchase (33.5%) are the three top saving objectives of the families with three children. Children’s education (56.3%), children’s marriage (46.2%) and health care (38.7%) are the three top saving objectives of the families with four children.

8. Children’s education (60.3%), children’s marriage (45.2%) and health care (34.9%) are the three top saving objectives of the respondents who are unskilled labourers. Children’s education (50.3%), health care (35%) and home purchase (31.5%) are the three top saving objectives of the respondents who are employees in private sectors. Retirement (61%), children’s education (46.1%) and children’s marriage (39%) are the three top saving objectives of the respondents who are employees in public sectors. Health care (49.1%), children’s education (43.9%) and purchase of home are the three top saving objectives of the respondents who are in professional jobs. Children’s education (66.7%), health care (44.4%) and unforeseen risk (32.6%) are the three top saving objectives of the respondents who are agriculturalists. Children’s education (44.4%), health care (36.1%) and unforeseen risk (35.5%) are the three top saving objectives of the respondents who are involved in self-employment or business.

Mode of Saving by Demographic

1. The monthly and quarterly saving looks higher in both the domicile, in which quarterly saving is little high among the urban investors. Since the level of significance is more than 0.05 H0 is accepted and it could be stated that the mode of saving is not associated by the residential area.

2. Saving is high among the respondents who are between the age of 20 and 50 and the respondents who are more than 50 years of age, which is more than the respondents who are below 20 years of age. The level of
significance is less than 0.05 hence, it could be concluded that the mode of saving is associated with the age of the investors.

3. Monthly mode of saving is high among the respondents who do not have formal education (21%), and those who have studied up to 10th standard (21%) and respondents who have studied post-graduation (21.5%). Quarterly mode of saving is high among the respondents who have studied up to 10th Standard (26.7%), graduation (20.5%) and post-graduation (20.5%). Half yearly mode of saving is high among the respondents who have studied up to higher secondary (21.5%) and post-graduation (25.4%). Yearly mode of saving is high among the respondents who do not have formal education (37.7%) and those who have completed higher secondary education (19.5%). The level of significance is less than 0.05 and hence, it can be stated that, the mode of saving is associated with the education of the investors.

4. Mode of saving is same irrespective of any gender. The level of significance is more than 0.05 and hence, it can be stated that the mode of saving is not associated (P> .05) with the gender of an investor.

5. Compared to the monthly and quarterly saving, the unmarried investors save half yearly mode (28.2%). Married investors seem to be interested in monthly and quarterly saving than the half yearly saving and other types of savings. Monthly and quarterly savings are looked as possible or feasible mode for the married than the unmarried. The unmarried seem to show interest for yearly mode of saving. The level of significance is less than 0.05 and hence, it can be stated that the mode of saving is associated with the marital status of the investors.

6. The mode of saving seems to differ slightly by the family size of the investors. The Chi-square test result shows that the level of significance is less than 0.05 and hence, it can be stated that the mode of saving is associated with the family size of the investors.
7. Monthly saving is high among the unskilled labourers (21.2%) and self-employed investors (21.2%). Quarterly mode of saving is high among the agriculturalists (24.4%) and employees of private sectors (22.2%). Half yearly mode of saving is high among employees of public sectors (33.8%) and employees of private sector (21.1%). Yearly mode of saving is high among agriculturalist (33.8%) and business (28.6%) people. The level of significance is less than 0.05 and hence, it can be stated that the mode of saving is associated with the occupation of the investors.

8. The respondents who are earning below Rs. 20,000 seem to prefer monthly and quarterly mode of saving. The respondents who are earning between Rs. 20,000 and Rs. 40,000 seem to prefer half yearly and annual mode of saving. The respondents who are earning above Rs. 40,000 seem to prefer monthly and quarterly mode of saving. The level of significance is less than 0.05 and hence, it can be stated that the mode of saving is associated with the income level of the investors.

Opinion as Best options for Investment by the Demographic Details

1. Post office (66%), govt. securities (62.5%), LIC (63.3%) and Provident funds (75.4%) are viewed as best options for investments by the rural investors whereas, bonds and saving certificates (58.1%), shares (69.2%) and mutual funds (79.5%) are seen as best options for investment by the urban living investors.

2. The respondents below the age of 20 do not opt for provident fund as best option for their investment. The trend is same in all the categories. Few (8.9%) of the respondents whose age is above 50 years consider government securities as best option for investments.

3. Post office/Bank deposits are highly considered as best options for investment by the respondents who are not formally educated (29.3%) and those who have studied up to 10th standard (25.3%). Higher secondary (26.8%) and post graduation (25%) completed respondents consider govt. securities as best options for investment. LIC is highly considered as best
option for investment by the respondents who are not formally educated (25.8%) and those who have studied up to 10th standard (29.4%). Investors who have completed Post graduation (55.1%) prefer provident fund as best option for investment. Respondents who have Graduation and Post-graduation consider Bonds and Savings Certificates, Shared and Mutual Funds as best options for investing money.

4. Post office/bank deposits (64.3%) and LIC (36%) are considered as best options for investment by the male respondents. Post office/bank deposits (72%) and LIC (29.4%) are considered as best options for investment by the female respondents. The opinion seems to have no difference by the gender.

5. Post office/bank deposits (64.7%) and LIC (35.8%) are considered as best options for investment by the married respondents. Post office/bank deposits (72%) and LIC (28.4%) are considered as best options for investment by the unmarried respondents. The opinion seems to have no difference by their marital status.

6. Post office/bank deposits (73.3%) and LIC (71.4%) and govt. securities (58.9%) are found to be the best options for investment than the other options for the people who earn below Rs. 20,000 per month. Provident fund (42%) is found to be the best option for investment than the other options for the people who earn between Rs. 20,000 to Rs. 40,000 per month. Shares (26.2%) and Mutual funds (38.6%) are found to be the best options for investment than the other options for the people who earn above Rs. 40,000 per month.

7. Post Office/Bank Deposits are the best options for unskilled labourers (24.4%) and agriculturalists (22.1%). A govt. security is the best option for the employees in public sectors (35.7%), employees in private sectors (23.2%) and people in business (23.2%). LIC is the best option for unskilled labourers (23.4%) and employees in private sectors (19.8%). Provident fund is the best option for the employees in private (31.9%) and
public sectors (68.1%). Bonds and Savings Certificates are the best option for business people (34.9%) and public sector employees (32.6%). Shares are important option for the business people (60.0%) and private sector employees (20%). Mutual funds are best options for business people (65.9%) and the public sector employees (13.6%). Provident Fund, Bonds and Savings Certificates, Shares and Mutual Funds are not the options at all for the unskilled labourers for their investments. Provident Fund is not the option at all for the Professionals, Agriculturalist and Self Employed/Business people.

Motivating Factors for Investment by Demographic Details

1. Motivating Factors for Investment by Domicile: Diversification of income, progressive value, income tax benefits, best return and acquisition of wealth are associated with the domicile of the investors (P<.05) and the other factors are not associated with the domicile.

2. Motivating Factors for Investment by Age: Children’s education, income tax benefits, best return, family influence and medical benefits are associated (P<.05) with the age of the investors and the other factors are not associated with the age.

3. Motivating Factors for Investment by Educational Qualification: Except the children’s marriage all the other factors are associated (P<.05) with the educational qualification of the investors.

4. Motivating Factors for Investment by Gender: Except the Progressive value, children’s education and Family influence all the other factors are associated (P<.05) with the gender of the investors.

5. Motivating Factors for Investment by Marital Status: Except the Income tax benefits, Best return and Spouse earnings all the other factors are associated (P<.05) with the marital status of the investors.

6. Motivating Factors for Investment by Family Size: Except the Safety of principal amount, Progressive value, Best return and Acquisition of wealth
all the other factors are associated (P<.05) with the family size of the investors.

7. **Motivating Factors for Investment by Occupation:** Except the children’s marriage, all the other factors are associated (P<.05) with the occupation of the investors.

8. **Motivating Factors for Investment by Income:** Except the Safety of principal amount, Children’s education, Children marriage, Environment influence and Family influence all the other factors are associated (P<.05) with the income of the investors.

**Investment Attitude by Demographic Details**

1. The investment attitude significantly differs (P<.05) by the domicile of the investors. The mean value of urban (M=78.7) is more than the mean value of rural investors (M=75.7).

2. The investment attitude differs significantly (P<.05) by the age between 20 and 50 (M=28.9) and above 50 years of age (M=33.2).

3. The investment attitude significantly differs (P<.05) by most of the educational qualifications. The Mean value of graduates (M=36.3), post graduates (37%) and professional degree holders (M=38.2) show higher Mean values compared to other categories. There is no significant difference (P>0.05) in the attitude between graduates and post graduates. There is no difference (P>0.05) between post graduates and professional degree holding investors.

4. The investment attitude does not significantly differ (P>0.05) by the gender of the investors. The Mean values have no significant difference either.

5. The investment attitude differs significantly (P<.05) by the marital status of the investors. The Mean value of the attitude is more among the married investors (M=30.9) than the unmarried investors (M=26.1).
6. The investment attitude does not significantly differ (P>.05) by the families with any size.

7. Except for employees of public sector and professionals (P>.05) the attitude significantly differs (P<.05) by all the other occupational categories. The mean value of attitude is high among the employees of public sector (M=36.5) and professionals (M=35.7).

8. The investment attitude differs (P<.05) between the investors who earn below Rs. 20,000, and from Rs. 20,000 to 40,000 and above Rs. 40,000. The attitude does not differ between the respondents who earn from Rs. 20,000 to 40,000 and above Rs. 40,000.

**Investment Avenue Awareness by Demographic Details**

1. Investment avenue awareness significantly differs (P<.05) by the domicile of the investors. The mean value of investment avenue awareness is higher among the urban investors (M=32.8) than the rural investors (M=28.05).

2. The investment avenue awareness differs (P<.05) between the investors below the age of 20 and between the age of 20 to 50, and the investors above 50 years do not differ by the other age category respondents. The Mean value of investment avenue awareness is high among the investors below the age of 20 years and between the age group of 20 to 50 years.

3. The investment avenue awareness significantly differs (P<.05) between higher education and post-graduation qualified investors. The investment avenue awareness significantly differs (P<.05) between graduates, and the not formally educated, graduates and those have who studied up to 10th std and those who have studied up to 10th std and the investors who studied higher secondary education.

4. The investment avenue awareness significantly differs (P<.05) by the gender of the investors. The mean value of investment avenue awareness is higher among the male investors (M=77.4) than the female investors (M=74.7).
5. The investment avenue awareness does not differ (P>.05) by the marital status of the investors. The mean value of investment avenue awareness does not show any significant difference.

6. The investment avenue awareness does not differ (P>.05) by the family size of the investors. The mean value of investment avenue awareness does not show any significant difference.

7. The Mean value of the avenue awareness significantly differs (P<.05) by the occupation of the investors. The Mean value of investment avenue awareness among the professionals (M=81.6) and employees in public sectors (M=78.1).

8. The investment avenue awareness significantly differs (P<.05) by the income level of the investors. It significantly differs between the investors who earn below Rs. 20,000 and who earn between Rs. 20,000 and Rs. 40,000. There is also difference (P<.05) between the investors who earn between Rs. 20,000 and Rs. 40,000 and who earn above Rs. 40,000 per month.

Correlation of Investment Attitude with Knowledge on Investment Avenues
1. The investment attitude has a significant positive correlations (P<.05) with the awareness on investment avenues. The correlation is significant at the 0.01 level (2-tailed).

SUGGESTIONS

The following suggestions would help improve the investment patterns and preferences among the small household investors.

1. The research results bring out the fact that the saving habits of the selected households of the middle class are good but they do not want to save for long term or build a financial corpus. This implies that these savings would not be available to the nation for a long period of time and hence, cannot be put to
use for mobilization of project, which have long gestation period. Therefore, the policies should be framed in such manner that these households are willing to part away with their consumption for a longer period of time. The tax incentives should be designed in such a manner that the middle class are encouraged to save for at least 15-20 years, assisting in long term growth of the nation. This would also help in achieving the objective financial inclusion which may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost.

2. It was also found during the research that the tax advantage in any investment takes the last place in the minds of the investor. The investors look for high return and liquidity rather than low risk and tax advantages of the instrument. This clearly indicates that the tax concessions of the government on investment are fairly less attractive as an investment objective. Even in the higher income group respondents having monthly income of Rs.40, 000, this was the least important objective. Tax benefits on pensions and long term savings needs to be increased so that people are encouraged to invest for a long term. There is also a need for increasing the financial literacy of the middle class income households. It was found that the asset choice of all the age groups does not differ much as all respondents favoured Post office/Bank deposits and LIC as the preferred instruments of investment. It thus, needs to be explained to the middle class households that the financial needs and objectives at different ages of life are also different; therefore, the asset choice should be made keeping in mind their age group. The younger age group has the capacity to take more exposure in asset choice than the older age group. Such financial literacy would help in further improving the depth of the capital market in India, which would enable corporate India to have access to longer pool of funds.

3. The research results also illustrate that majority of the respondents of the household investors take investment decision on their own. The government initiatives in this direction would help the investors to take sound investment
decisions which would in turn improve the degree of sophistication that households bring to bear in their saving and investment decisions. The government should also design policy to make people invest in various instruments rather than stashing cash at home.

4. There is a need to take the effective steps to change the pattern of investment of household investors in favour of industrial securities. This can be achieved through mass awakening programmes on electronic media to motivate the potential investors.

5. The prominent reason for people not investing in industrial securities is lack of up to date information and fear about the large risks involved. People can be positively motivated through magazines, circulars, leaflets and audio video programmes.

6. Lack of proper knowledge relating to the technicalities of the capital market operation, often put investors in awkward position. Keeping in view this lack of knowledge on the part of investors it is important to provide them protection. Such protection can go a long way to promote the investment of the mass into industrial securities.

7. Financial education is vital for making prudent decisions in particular to developing countries like India where the investments level is thin, and the general behavior in investing is immature. The reality is that financial literacy is a key to decision making in most daily endeavors.

8. The government should introduce suitable schemes to meet the triple needs of adequate returns, safety and liquidity in a balanced proportion and develop infrastructure to reach to the investors.

9. There is an explosion in the growth of middle class families due to double income and increase in number of earners. Hence, more effort should be made to attract women investors by providing right information and knowledge about the market through advertisement.
10. The authorities and intermediaries should take steps to attract women to the investment avenue by making aware of its attractive features. This can be done through Ladies clubs, Lions club, Rotary club and other organizations.

11. The savings are to be pooled and channeled into productive investments. Thereby enhancing the return to the investor which may result in the further investment in corporate securities also.

12. Different groups of investors like, professionals and businessmen pay less attention while evaluating the pros and cons of investing in different securities. The need and benefits of the systematic and analytical evaluation of different alternatives and competitive avenues need to be explained to them. Then only it is possible to park their surplus funds in economical viable condition.

13. An investment advisor should be appointed at all the levels to assist the investors and to answer their queries on the matters related to investment avenues.

14. The investment avenues may use the findings of this research to identify the areas for improvement in their investment options and range

15. Policy makers and managers of companies must identify the factors that appeal to different groups and segments of investors in an attempt to make the investment climate and the market environment friendly and attractive to the investors.

16. Policy makers and investment avenues can creatively adapt the results of this study to improve their investment climate by developing programmes and policies that impact on investors’ decisions, in order to maximize the value of the firms and enhance the wealth of the investors.

17. Investors are enlightened on the factors that are necessary to maximize their wealth in the capital market.
18. Most of the household investors prefer Post office/Bank deposits for their investment. The huge amount of capital is accumulated but there is no capital formation in the corporate sectors. The modern corporate world needs huge funds for the expansion of industries and to introduce new products. Hence, the Government of India could create stock market awareness for the household investors and induce people to invest money in the share markets and for the development of the national economy.

**Suggestion for Future Research**

1. The present study has covered many aspects such as investment preferences of household investors, awareness, saving habits, factors motivating the investors, attitude of the investors, objectives of the investors, sources of information and satisfaction used in the decision making process when a lump sum amount is received or examined from the point of view of the household investors, to give an idea about the present state. Therefore, a study based on the other sections of the community namely businessmen, pensioners and senior citizens may be carried out.

2. Most of the studies and this study as well, have investigated on the investment behaviors and preferences in a common platform. It could be suggested to the future researchers to take up study on the specific investment avenues as quoted as top in recent years, and their features and factors motivated for the investors to prefer them would yield relevant and important findings.

3. Researchers have been conducted to investigate the investment behaviors and preferences by gender, age, income group, occupation and residence in other countries and hence, it could be suggested to take up studies here in India and State wise, would benefit to understand the phenomena.

4. Very few researches have focused on the problems faced by investors and hence, it could be suggested to the future researchers to undertake research, to study the problems encountered by investors due on investments.
5. Specific studies on investment avenues could be carried out to study the satisfaction of the people on their services and to bring out the areas to be improved by the investment avenues.

6. Self Help Group has become a powerful means for women empowerment. Hence, it could be suggested to the future researchers that a specific research on their investment behavior, pattern, and preferences could help the women folk and the other stakeholder to derive effective plans to enhance the investment behaviors’ of women in Self Help Groups.